

Phoncs 1216 and 4076
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We Announce Our

FALL OPENING

WEDNESDAY, SEPT. 21st
AND DAYS FOLLOWING

STYLISH FALL MILLINERY

The New Russian Toques
The New Ready-to-wear Hats
The New Dress Hats
The New Velvet Hats
The New Silk Beaver Hats

Beauties, fascinating enough to tempt any woman's purse. All of the types are practical, original, and beautiful.

Select your Fall Hat from our beautiful collection of the season's most becoming styles. No more typical gathering of fashionable headwear can be seen in any store, and at no other store will you find such beautiful hats at such invitingly low prices.

NEW FALL SILKS

The newest creations in high grade Silks, and this season's newest products are here for your selection. It is impossible to describe the various weaves and colors in detail, but we desire to impress upon our patrons that these silks are the very best to be had at our own prices.

A notable feature of our silks—we do not show the same things you will see in other stores—they're absolutely different, and the quality you will find stands out pre-eminently in every silk we show.

ON WEDNESDAY NEXT, SEPTEMBER 21st, we are opening an EXPOSITION OF FALL AND WINTER STYLES on a scale that has never before been attempted in this city.

This store will be found in every respect in entire readiness to offer, as never before, the choicest and most exclusive merchandise.

We will be pleased to have every woman in Edmonton and vicinity consider this a personal invitation to be present on Opening Day, as this year's Fete O'Automme will surpass all that has been seen in Edmonton. We heartily invite you, if only to come and see.

The store has been beautifully decorated in true Autumn style for this occasion. The soft, mellow tints of Autumn are to be seen on every hand, lending rich beauty to the display, and making a visit to the store a real pleasure. WELCOME!



FORMAL EXHIBITS

OF

The New Millinery
The New Coats
The New Dresses
The New Suits
The New Blouses
The New Separate Skirts
The New Dress Goods
The New Silks
The New Trimmings
The New Neckwear
The New Accessories

Dress Goods Display

Remarkable Showing of the Latest Novelty Fabrics, Weaves and Colorings in Fine Dress Goods for Fall and Winter.

Our splendid assemblage of fashionable dress fabrics is arousing keen interest, and no wonder, for it is the most authoritative exposition of new styles in the city. If you have not as yet seen the magnificent display do not fail to do so to-morrow. You are cordially welcome to study and admire at your leisure this superb collection of handsome fabrics.

New Broadcloths	Novelty Suitings
New Diagonals	Chiffon Serges
New Cheviots	Venetian Cloth
New Clinkings	Grey Novelities
	New Basket Weaves

THE NEW SUITS AND COATS FOR WOMEN

If you fail to see our display of new Suits and Coats you will miss something worth while. We are told our collection is the most comprehensive ever shown in Edmonton. We feel it must be so for we have the best products of this continent collected here for your inspection. By all means, see our fine range of models before buying, and if you decide to buy here you will have a stylish and handsome garment and save money on your purchase.

THE PURVIS CO. LIMITED

CORNER FIRST STREET
AND JASPER AVENUE

